



# The only marketing calendar you'll need in 2023

Marketing ideas, social posts, and promotions for **August!**

# August

## THIS MONTH'S MARKETING MUST

Do you have a way to track and manage your leads? Implementing a lead management system can increase lead conversions, help you know which channels are driving the best results, and put you in control of your business growth.

## QUICK TIPS

- ➔ Find a lead management system that centralizes your leads into one inbox for easier follow up.
- ➔ Some leads may not be ready to convert right away. Try lead nurturing with email marketing to stay top-of-mind until they're ready to purchase.
- ➔ Regularly check your lead tracking to identify the top marketing channels driving leads for your business.

## MARKETING AND PROMOTION IDEAS

- ➔ It's not too early to start thinking about your holiday marketing plan – outline your specials and promotions now and let your marketing partner know what you are planning.
- ➔ Everyone appreciates a good pen or tote bag – consider giving out promotional materials to your customers to stay top-of-mind.



**53%** of marketers spend over half their budgets on lead generation.

Source: [BrightTALK](#)

# August

#RedNoseDay, #bookloversday, #worldhumanitarianday, #nationalnonprofitday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8 International Cat Day	9 Book Lovers Day	10 National Lazy Day	11	12
13 International Left-Handers Day & Red Nose Day	14	15 National Relaxation Day	16 National Tell A Joke Day	17 National Nonprofit Day	18	19 World Humanitarian Day & World Photography Day
20	21	22	23	24	25	26 Women's Equality Day
27 World Rock Paper Scissors Day	28	29	30	31		

## EMAIL SUBJECT LINES

- [Name], Celebrate Black Business Month with Us!
- The only back-to-school shopping list you need

## SOCIAL CALENDAR IDEAS

### Aug 13: Red Nose Day

Funds raised on Red Nose Day over the last 32 years have resulted in an incredible 85 percent reduction in sudden infant death. That's 10,857 babies saved and counting. Red Nose Day sparked a global movement and catalyzed research into the reasons why babies die suddenly in their sleep. #rednoseday

### Aug 17: National Nonprofit Day

Get out and volunteer at a local nonprofit and share pictures to your social sites. If you can't make it out to volunteer, share a round-up of your favorite non-profits. #nationalnonprofitday